



WTIC-TV

## ORDER

Print Date 10/08/12

Page 1 of 3

Flight Dates 10/09/12-10/15/12

Contract / Revision 397275 / DEMOCRATIC CONG CAMP

Original Date / Revision 10/08/12 10/08/12  
Agency Com 15%

Advertiser Democratic Congress Camp

3050 K St NW  
Washington, DC 20007

Agency Great American Media

Buying Contact Jordan Johannesse

3050 K St NW  
Washington, DC 20007Sales Office TWDC  
Sales Region National  
Agency Ref

Order Sep 00:15:00

Estimate # 1475

Alt Order # 06366389

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2, PL3

Priority 02

Advertiser Ref

Primary Account Executive  
Jordan Johannesen

Account Executive	Order%	Start Date	End Date
Jordan Johannesen	100%		

Order Share 15% Market Value 220333

Competing Station	% of Order	Amount
2WCCT	1%	2203
3WFSB	25%	55083
4WVIT	41%	90336
5WTNH	18%	39660
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	24	\$28,092.50	\$33,050.00	0.00	10/01/12	10/15/12	24	\$28,092.50	\$33,050.00
Totals	24	\$28,092.50	\$33,050.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/15/12	10/15/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	1-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	1-----		1		\$200.00		0.00					
E 2	61	10/09/12	10/12/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	-TWTF--	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWTF--		1		\$1,800.00		0.00					
E 3	61	10/09/12	10/12/12	M-F News at Ten News at Ten	CM	1030p-11p (10:30 PM-11:00 PM)	-TWTF--	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWTF--		1		\$1,800.00		0.00					
E 4	61	10/09/12	10/12/12	M-F News at 11pm News at 11pm	CM	11p-1135p	-TWTF--	:30	1	\$550.00	02	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWTF--		1		\$550.00		0.00					
E 5	61	10/09/12	10/12/12		CM	1135p-1205a	-TWTF--	:30	1	\$200.00	02	0.00	NM	1	\$200.00



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Page 2 of 3

Contract / Revision **397275** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/08/12/ 10/08/12

Order Sep 00:15:00

Advertiser **Democratic Congress Cam** Product **DEMOCRATIC CONG CAM** Estimate # **1475**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 1135p-1205a											
				M-F 1135p-1205a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	1		\$200.00		0.00						
E 6	61	10/09/12	10/12/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	- TWTF - -	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	1		\$200.00		0.00						
E 7	61	10/09/12	10/12/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	- TWTF - -	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	1		\$300.00		0.00						
E 8	61	10/09/12	10/12/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	- TWTF - -	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	1		\$650.00		0.00						
E 9	61	10/09/12	10/12/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- TWTF - -	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	1		\$400.00		0.00						
E 10	61	10/09/12	10/12/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	- TWTF - -	:30	2	\$650.00	02	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	2		\$650.00		0.00						
E 11	61	10/09/12	10/12/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	- TWTF - -	:30	1	\$1,000.00	02	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	1		\$1,000.00		0.00						
E 12	61	10/09/12	10/12/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	- TWTF - -	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	1		\$400.00		0.00						
E 13	61	10/09/12	10/12/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- TWTF - -	:30	1	\$1,300.00	02	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	1		\$1,300.00		0.00						
E 14	61	10/09/12	10/12/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- TWTF - -	:30	1	\$350.00	02	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	1		\$350.00		0.00						
E 15	61	10/14/12	10/14/12	Su 10p-11p Su 10p-11p	CM	10p-11p	- - - - - 1	:30	1	\$1,500.00	02	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- - - - - 1	1		\$1,500.00		0.00						
E 16	61	10/14/12	10/14/12	NLCS on FOX NLCS	CM	8-1130p	- - - - - 1	:30	1	\$5,000.00	02	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- - - - - 1	1		\$5,000.00		0.00						
E 17	61	10/10/12	10/10/12	Wed Prime Rotator X-Factor	CM	8p-10p	- - 1 - - -	:30	1	\$6,000.00	02	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Page 3 of 3

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Hiatus Dates

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Order Sep 00:15:00

Advertiser **Democratic Congress Cam** Product **DEMOCRATIC CONG CAM** Estimate # **1475**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 17	61	10/10/12	10/10/12	Wed Prime Rotator X-Factor	CM	8p-10p	-- 1----	:30	1	\$6,000.00	02	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-- 1----		1			\$6,000.00		0.00				
E 18	61	10/15/12	10/15/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	1-----	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	1-----		1			\$1,800.00		0.00				
E 19	61	10/15/12	10/15/12	M-F News at Ten News at Ten	CM	1030p-11p (10:30 PM-11:00 PM)	1-----	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	1-----		1			\$1,800.00		0.00				
E 20	61	10/15/12	10/15/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$550.00	02	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	1-----		1			\$550.00		0.00				
E 21	61	10/15/12	10/15/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	1-----	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	1-----		1			\$300.00		0.00				
E 22	61	10/15/12	10/15/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	1-----	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	1-----		1			\$650.00		0.00				
N 23	61	10/15/12	10/15/12	NLCS on FOX NLCS	CM	730p-11p	1-----	:30	1	\$5,000.00	02	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	1-----		1			\$5,000.00		0.00				
Totals														24	\$33,050.00